

FL CEO DELEGATION: MEMBER BIOS



David Clark

CEO and Founder, Allegiant Strategies Group
CEO, MyGovGuide

David Clark believes in the power of teamwork. From his time as an Airborne Officer in the United States Army, to his nearly two decades of service in the public sector, and now as Founder and Managing Partner of [Allegiant Strategies Group](#) and co-founder and CEO of [MyGovGuide](#), he has a proven track record of bringing together talented teams to solve any issue.

David has a formidable reputation as a highly effective leader and a trusted advisor at the highest levels of state government. In his most recent role as the [Deputy Chief of Staff to Governor Ron DeSantis](#) he provided executive guidance and policy direction for 13 state agencies, offices, and initiatives with a total budget allocation of over \$43 billion and over 28,800 employees. David also worked closely with [First Lady Casey DeSantis](#), serving as her Chief of Staff and supporting her vision to make a positive difference on substance abuse, mental health, and the overall well-being of Florida's youth and families through her roles as the First Lady of Florida and the Chair of the Florida Children and Youth Cabinet.

During the early months of the COVID-19 pandemic, David was deployed to help lead the Department of Economic Opportunity through critical technology challenges related to the Unemployment Insurance Program area and eligibility system, leveraging innovative and automated technologies, including robotic process automation, for the first time in the history of Florida state government.

Before joining the Executive Office of the Governor, David served as Chief of Staff for the Florida Department of Management Services. In that role, he led a team that successfully spearheaded one of Governor DeSantis' two legislative initiatives during the Governor's first year in office. By reengineering Florida's Information Technology enterprise vision and infrastructure, the team was able to implement Florida's Cloud First governance rule and set the state on a new pathway for its Information Technology cybersecurity, data, and enterprise architectures.

Prior to that, David served at the Florida Department of Environmental Protection in multiple executive roles including [Deputy Secretary of Land and Recreation](#), Director of State Lands, Deputy Director of State Lands, and the Director of Cabinet Affairs. He worked closely with Governor Scott and elected Cabinet officials including Attorney General Bondi, Chief Financial Officer Patronis, Chief Financial Officer Atwater, Agriculture Commissioner Putnam and their executive staff on high-level issues impacting the State. David was also chair of the Acquisition and Restoration Council and the Florida Communities Trust Board.

From 2010 to 2014, David was an Airborne Officer, assigned to the 1st Brigade Combat Team, 82nd Airborne Division in the United States Army. He graduated at the top of his class as the Distinguished Honor Graduate in Officer Candidate School and was an Academic Honor Graduate in his Basic Officer Leadership Course.

David is committed to promoting educational opportunities and providing pathways for those wishing to enter STEM fields. He is the former Chair of the Florida Talent Development Council, Chair of the Florida Technology Foundation, Vice-Chair of the Tallahassee Collegiate Academy Governing Board, and a Board Member of the Tallahassee Community College Cybersecurity Advisory Board.

In addition to earning two Master of Business Administration degrees from [Cornell University](#) and [Queen's University](#), David also holds undergraduate degrees in Accounting and Business Administration from Flagler College, a certificate from the Massachusetts Institute of Technology Sloan School of Management's Artificial Intelligence Program, and a Florida Real Estate license.

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Chris Crowe

Founder and Managing Partner
CMBYND

Chris Crowe is a seasoned entrepreneur, strategic advisor, and transformational leader with over two decades of experience driving innovation and measurable outcomes in the financial services sector across Europe, North America, and APAC. As the Founder and Managing Partner of CMBYND, Chris leads a team of consultants specializing in regulatory compliance, risk management, and operational transformation. CMBYND is recognized for delivering pragmatic, cost-effective solutions that help global financial institutions adapt to dynamic regulatory landscapes while unlocking efficiencies and growth opportunities.

Chris has successfully founded and exited three businesses, recently a financial services consulting firm that expanded to 300 employees across seven global offices within 4 years, and sold to a strategic in year 5. His entrepreneurial journey reflects his ability to identify market gaps, build impactful organizations, and drive transformative growth.

Expanding his portfolio, Chris is now focused on innovation and transformation within the food industry. Recognizing the critical challenges in North America's food supply chain, he is developing strategies that place healthy food and community at the center of transformation. This evolving thesis aims to deliver lasting health and economic benefits while fostering community-driven change.

Born and raised in Canada, Chris combines his passion for problem-solving with a commitment to advancing global collaboration and local impact.

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Adam Faurot

Co-Founder and CEO

TITUS Human Performance Solutions

Adam Faurot has over two decades of experience in Human Performance Optimization Solutions following his professional baseball playing career with the Milwaukee Brewers and Boston Red Sox organizations. Adam has been instrumental in leading TITUS Human Performance Solutions as the Co-Founder and CEO since its inception in 2001.

Adam has driven elite performance training for youth, Olympian and professional athletes and scaled these methodologies and outcomes-based approaches to population health via the CHAMPIONS Program which is the world's largest public school childhood obesity effort, public safety and the U.S. Department of Defense's Human Health and Asset Optimization efforts.

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Matt Higgins

Innovator and Strategic Advisor
RSE Ventures

Matt Higgins is one of the preeminent venture investors in next-generation technology companies and beloved consumer brands, creating an expansive multi-billion-dollar portfolio at RSE Ventures, alongside Miami Dolphins owner Stephen Ross.

As the first investor featured on both the U.S. and Dubai versions of Shark Tank, Higgins has deep connections in the UAE, leveraging relationships with government and business leaders to create transformative opportunities for delegation participants. His strategic advice ensures access to cutting-edge trends and high-value partnerships.

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Keith T. Koenig

CEO and Chairman
City Furniture

Keith T. Koenig is president and owner of City Furniture which was co-founded by Keith and his late brother, Kevin Koenig. City Furniture is a \$400 million enterprise with 18 City Furniture and 12 Ashley Furniture HomeStores in South and Central Florida, and a 900,000-square-foot headquarters and distribution facility in Tamarac. City Furniture is South Florida's leading furniture retailer and employs more than 1,600 Associates plus 60 more in the manufacturing subsidiary, Kevin Charles Fine Upholstery, in New Albany, Mississippi.

Mr. Koenig is a member of the board of directors of the Miami Branch of the Federal Reserve Bank of Atlanta and is Chairman of the Broward Workshop. He is Chairman of Holy Cross Hospital and serves on the Orange Bowl Committee and the Florida Council of 100.

He received a BS degree in 1973 and an MBA degree in 1975 from the University of Florida. He received the 2001 Furniture Retailer of the Year award, the Ernst & Young Entrepreneur of the Year award in 2003, and the University of Florida's Distinguished Alumnus award in 2017, and was inducted into the Furniture Hall of Fame in 2018. Keith is married to Kelly and has 2 children and five grandchildren.

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Karen Moore

Founder and CEO
Moore Inc.

Karen Moore is the founder, CEO, and chairman of the board for Moore, Inc, a globally top-ranked integrated communications agency headquartered in Florida with team members strategically positioned across the United States. Founded in 1992 as a one-woman agency, the firm has grown into one of the nation's largest independent PR/marketing/communications agencies, garnering recognitions as a Top 200 Global Agency by PRovoke Media and Top 50 in the nation by O'Dwyer's. Additionally, Inc. 5000 has included Moore on its list of Fastest Growing Companies and Best Places to Work.

Sought after by Fortune 500 companies for insights and counsel, Karen is recognized globally as a leader in healthcare and education advocacy. Her insights in utilizing AI to recruit, retain, and engage targeted audiences have been lauded by healthcare and pharmaceutical corporate leaders. Known at the Florida Capitol as the dean of the PR/advocacy professionals, she sought after by startup and second stage businesses for identifying and facilitating partnerships. She wrote a bestseller book on advocacy and frequently speaks to corporations and academic institutions across the world on innovation, transformation, and strategic engagement. She has published numerous articles in Forbes and has been interviewed by major networks and national publications.

From crisis communication efforts to conducting media training for the British Olympic Team, Karen's work and leadership have brought numerous honors. Florida Trend has repeatedly named her among its list of the 500 Most Influential Business Leaders and a Florida Legend. Influence magazine dubbed Karen one of the Top 100 Most Influential People in Florida. Other awards include the Distinguished Leader Award, by the National Association of Community Leaders; Florida Economic Development Champion of the Year; Trustee of the Year, by the National Association of Community Colleges; 50 Most Influential Women in Florida, by City and State; the first Above and Beyond Award, by News Service of Florida; and both a Top Woman Entrepreneur and Person of the Year by PRNews.

A graduate of the University of Central Florida, Karen is one of 100+ individuals in the nation to hold both Accreditation in Public Relations and designation as a Certified Public Relations Counselor. She gives back to her community through significant contributions to education, including chairing a \$28 million scholarship endowment drive. She also currently serves on the following boards: Florida Chamber of Commerce, Florida Chamber Foundation, BioFlorida, Florida College System Foundation (chair), Florida College System Trustees Commission, Tallahassee State College (chair), Nashotah House, Leadership Florida, Nashotah House, Florida CURED and the US Rural Health Network.

An adventurer, Karen has visited more than 110 countries including all eight continents. Karen and Richard Moore, the CFO and General Counsel for Moore, have a son named Jarrod who lives in Nashville and works for Google.

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Katie Yeutter

Chief Operating Officer & Chief Financial Officer; President,
Florida Chamber Leadership Cabinet on Safety, Health and
Sustainability

Florida Chamber of Commerce

Katie Yeutter's dual-focus perspective as a leader promotes member education and spearheads action to achieve enterprise results. Katie's drive to envision and actualize new possibilities to fuel organizational growth and continuous improvement has remained constant throughout her career and life.

A six-time full distance Ironman finisher (two-time half Ironman finisher) who also summited Mount Kilimanjaro, Katie never stops striving for excellence in everything she does. In 2022, INFLUENCE named her one of their "The Most Influential People in Florida Politics." She is an active member of the Young President's Organization (YPO), a global leadership community of over 30,000 leaders in 142 countries, and she was recently accepted into the Harvard Kennedy School Leaders Program.

Katie has spearheaded bold new initiatives that have led to year-after-year record-breaking revenue results while expanding the Chamber's ability to help make Florida one of the nation's safest, healthiest, and most sustainable states. She leads internal operations and strategic planning for a parent organization of 17 profit and non-profit entities, including the Safety Council, the Health Council, and the Sustainability Council. Katie oversees financial management, revenue generation, accounting, and human resources across the Florida Chamber.

Katie created the Leadership Cabinet structure and operations from the Florida Safety Council, building motivated teams and policies to strengthen the organization's ability to meet key performance objectives. She built an Advisory Board of senior executives from Disney, Coca-Cola, Advent Health, and other global industry leaders. She created a robust educational division featuring a national Leadership Webinar Series, including a 30-hour OSHA-sanctioned training program, mental health awareness workshops for HR professionals, and an internal Chamber University to provide employee training opportunities, career pathing, and coaching. She also developed the Florida Leadership Conference on Safety, Health, and Sustainability featuring high-profile industry expert speakers, with over 600 business leaders participating over the course of the last three years.

Katie's professional affiliations include the Council of State Chambers, the Association of State Chamber Professionals, and the National Safety Council. A true safety services program champion, as President of the Wisconsin Safety Council from 2016-2019, she led the chapter in earning five national awards for excellence in service execution, training, and revenue generation. Before moving to Florida in 2019, she served as CFO and COO of the Wisconsin Manufacturers and Commerce and President of their Insurance and Safety Services Units. Before that, she was Managing Director of Finance and Operations at the Greater Madison Chamber of Commerce. Katie earned her MBA and MS in Accountancy at Edgewood College in Madison, Wisconsin. Her MBA included a concentration in Corporate Management.

Katie's spare-time activities have included numerous other exciting and adventurous physical challenges, like completing the Dopey Challenge multiple times during Disney Marathon Week. Katie's newest personal goal is training to swim the English Channel next year. A busy and devoted mom, Katie loves sharing her busy life with her three active boys and husband. They enjoy, cooking, traveling and quality time together on the family farm.

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Crystal Campbell

Senior Director of Marketing
Florida Chamber of Commerce

Crystal Campbell is a motivated, personable business professional with over 15 years of experience in marketing communications and 10+ years in the utility and energy sector. She currently serves as the Senior Director of Marketing, Leadership Cabinet at the Florida Chamber of Commerce.

In this role, she leads strategic marketing and communications efforts for the Leadership Cabinet on Safety, Health & Sustainability, which includes the Florida Chamber Safety Council, Florida Chamber Health Council, and Florida Chamber Sustainability Council. She is responsible for membership engagement, revenue growth strategies, and communications alignment across these councils.

Crystal also oversees revenue-generating marketing initiatives across the Florida Chamber Enterprise, supporting investor relations, government affairs, and initiative leaders in achieving their sales revenue goals. She plays a key role in marketing strategy for the Florida Chamber's Board of Governors, Leadership Conference, and membership growth efforts.

Additionally, she provides strategic oversight for marketing efforts related to government affairs initiatives, including the Consumer Protection Coalition, Autonomous Florida, Healthcare Partnership, Infrastructure Coalition, and Small Business Council. She is instrumental in grassroots messaging, email promotions, lead generation, and legislative advocacy campaigns to support the Chamber's policy priorities.

Previously, Crystal held a role at Gladstein Neandross and Associates (GNA), a leading clean transportation consultancy specializing in low- and zero-emission vehicle technologies and infrastructure. She developed, implemented, and managed multi-channel marketing, education, and outreach strategies, driving market adoption for clean energy solutions across the electric utility sector.

In her earlier career, Crystal worked at a diverse energy delivery company, where she was responsible for managing all aspects of marketing strategies, creative design, and brand communications across several subsidiaries. Her expertise led to the successful development and implementation of multiple national award-winning marketing campaigns, recognized for best practices in marketing communications, crisis management, public relations, and community engagement. She was honored as a "Public Relations Rising Star" by PR News for her leadership in the field.

Crystal has also served as Chair of the Multi-Generational Leadership Committee for the Southern Gas Association (SGA) and Vice Chair of the Florida Natural Gas Association (FNGA) Marketing Committee. She holds a Bachelor of Science degree in Digital Marketing.